Courier - citizen
400 - $45.00

The

ROAD to VICTORY

is the

PATH YOU FOLLOW

TODAY

to a

CONTRIBUTOR'S DOOR

★ ★ NATIONAL WAR FUND ★ ★

Your Country's Cause
Depends
On Your Job
Well Done

GREATER-LOWELL CAMPAIGN

NOV. 15 to 23

HEADQUARTERS

153 CENTRAL STREET

DIAL 2-1794

Your Community
Defended
Door
to
Door

It's Up To You!

1. THIS IS A WARTIME DRIVE—

Stress the truth that "Victory begins at home." This is the time to SHOW patriotism, not merely talk about it. Acquaint yourself with the 17 war funds served, as well as the 16 agencies of Lowell's own Community Chest. ALL in ONE drive.

2. MAKE YOUR OWN PLEDGE FIRST—

If you feel in your own mind you have done everything you can do, you will do your best to get the man you are going to solicit to do his best.

3. KNOW YOUR PRODUCT—

A good salesman knows his merchandise. Campaign information has been carefully prepared for you.

4. KNOW YOUR PROSPECT—

. . . his name, his occupation, his personality, his interests and his giving ability.

5. CONTACT EVERY PERSON ON YOUR LIST—

If you do not contact all your prospects, you have deprived them of the opportunity of giving. Goals are not reached when prospects are not contacted.

6. GET INCREASES—

Talk increases—double!—as subscribers are about to make pledges. This is war!

7. DON'T—

. . . leave pledge cards.
. . . telephone, excepting to make appointments.
. . . fail to attend all luncheon meetings.

WARNING

THIS CAMPAIGN IS A POSITIVE PART OF AMERICA'S ALL-OUT WAR EFFORT

It Must Not be Sabotaged by
DISINTEREST
CARELESSNESS COMPLACENCY

This is a NEW fund—a NEW Campaign—of A NATIONAL SIGNIFICANCE

Gifts must not be based solely on past donations to permanent organizations but must result in a Double-PLUS War Gift from every prospect.

THINK SUCCESS!

THE 33 AGENCIES AT HOME AND AFAR SERVED BY THE 1943 NATIONAL WAR FUND

LOWELL COMMUNITY CHEST

Lowell Association for the Blind
Lowell Boys' Club
Boy Scouts
Lowell Catholic Charitable Bureau
Country Week Organization
Florence Crittenton Rescue League
Girl Scouts
Girls' City Club
Goodwill Industries, Inc.
International Institute
Mass. Society for the Prevention of Cruelty to Children
Lowell Visiting Nurse Association
Salvation Army
Lowell Social Service League
Young Men's Christian Association
Young Women's Christian Association

SERVICES TO ARMED FORCES

USO (United Service Organizations)
United Seamen's Service
War Prisoners' Aid

UNITED NATIONS RELIEF

Belgian War Relief Society
British War Relief Society
French Relief Fund
Friends of Luxembourg
Greek War Relief Association
Norwegian Relief
Polish War Relief
Queen Wilhelmina Fund
Russian War Relief
United China Relief
United Czechoslovak Relief
United Yugoslav Relief Fund

REFUGEE RELIEF

Refugee Relief Trustees
United States Committee for the Care of European Children

IMPORTANT DATES

(All meetings at Liberty Hall.
No luncheon assemblies due to war-time rationing conditions.)

OPENING MEETING
Monday, November 15 at 8 P. M.

REPORT MEETING
Thursday, November 18 at 12.30 P. M.

CLOSING MEETING
Tuesday, November 23 at 8 P. M.

LOWELL
WILL KEEP IN STEP WITH THE NATION

NATIONAL WAR FUND

THREE FRONTS - ONE CAUSE

$208,000 for 1944
FOR THE NATIONAL QUOTA OF
$125,000,000

▼

GREATER-LOWELL CAMPAIGN
Nov. 15 to 23

▼

HEADQUARTERS

153 CENTRAL STREET

DIAL 2-1794